

## ABSTRACT OF THE DISCLOSURE

A structure of an electronic newsletter subscription system for multimedia messaging services is disclosed. A subscriber can use different tools to access a portal to view different kinds of electronic newsletters, and then subscribe to various electronic newsletters. When it's time to send the newsletters, according to the set time a push portal contacts the message service provider where newsletters are stored to obtain the data for the desired newsletters and the subscriber list. Then the newsletter obtained by the push portal is sent by a common service platform to a multimedia messaging service center according to the subscriber list. Finally, the multimedia messaging service center sends the newsletters to the subscriber's mobile phones.